

LONGWOOD
UNIVERSITY

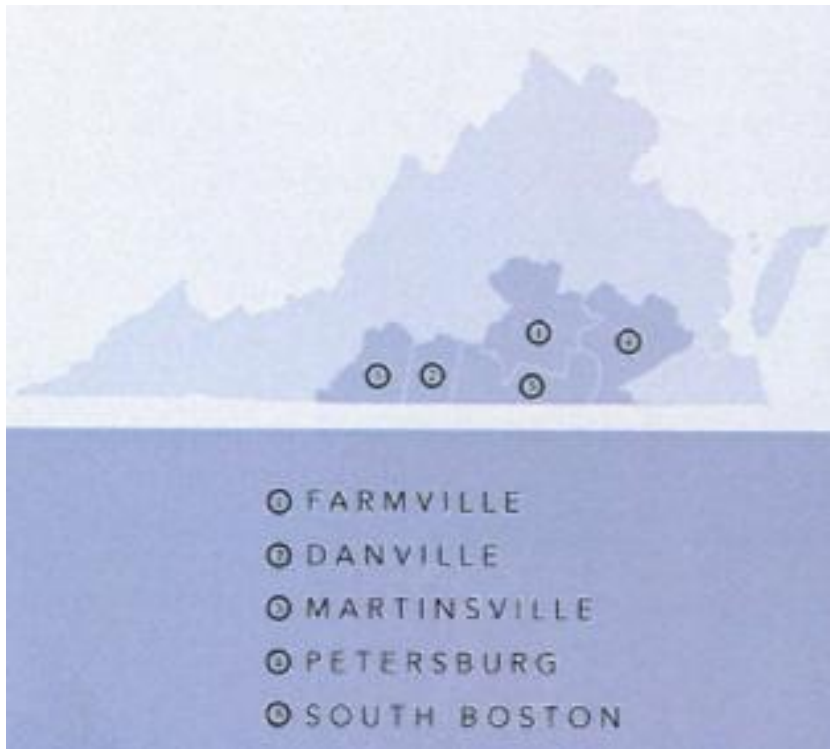


Office of Community and Economic Development
&
Longwood SBDC Network

History

- 1989 – Small Business Development Centers Established in Virginia (Longwood And JMU)
- An Economic Development Program that Assists Firms with Access to Capital, Marketing, Financial Analysis, Startup Issues, Expansion and Survival
- SBDC Partners = Universities, Localities, Economic Development Offices, Small Business Administration (SBA)
- Funding from SBA is Matched at University and Local Level as an Economic Development Outreach and Support System for Small Businesses
- Longwood University System = 5 Offices Covering 7,000 Square Miles in Southern Virginia (Virginia System = 29 Offices)
- Office of Community and Economic Development (OCED) Created in 2013 to allow Expansion Of Economic Development Assistance

Locations and Services



- One-on-one Consulting
- Mentoring
- Training Workshops
- Financial Analysis and Acquisition of Capital
- Market and Industry Research
- Information Resources
- Contacts and Connections

Southern Virginia Results - 2013

- 1148 Customers (Consulting, Training, Information)
- 61 Training Events
- Clients raised \$6.5 million in business loans and investments as a result of assistance
- Clients created 140 new jobs and retained 241 “at risk” jobs
- 65% of Clients are already in business

SBDC Tools and Resources

- Market Research Database Subscriptions
 - ▣ Demographic analysis
 - ▣ Sales volume and purchasing patterns in a geographic area
 - ▣ Competitor location analysis
- Financial Analysis Tools
 - ▣ Health checkup – Comparison to industry averages
 - ▣ Profitability improvement
 - ▣ Budgeting and assistance with financial projections

SBDC Tools and Resources

- Specific Industry Information Including Financial and Market Trends (IBIS World Database)
- Business Valuation Assistance
 - ▣ Business sale analysis
 - ▣ Business purchase analysis
 - ▣ Database comparison of similar business sales from Institute of Business Appraisers

What Does an SBDC Really Do?

Example: Uptown Coffee Café – Expansion

Jennifer and Jason Mattox came to the SBDC while considering additional locations for their business, Uptown Coffee Café. This very successful and unique eatery is based in Victoria (Lunenburg County). Jennifer and Jason wanted to explore whether it would be feasible to expand to Farmville. The SBDC assisted with a market and financial analysis as well as industry research. Downtown Farmville Partnership worked to assist in finding the right location. SBDC staff and interns assisted in constructing a working spreadsheet model for operations, considering meal price, square footage per diner, number of table turns, overhead costs, etc. Through their relationship with the SBDC and the business planning process, The Mattox's were able to take advantage of the Virginia Small Business Financing Authority's Micro-loan Fund, receiving \$25,000 to supplement their expansion costs.

2014/15 Strategies

Longwood University OCED & SBDC

- Solidify Regional Partnerships and Expand Assistance in Entrepreneurial Development
 - ▣ Completed Entrepreneurship Assessment and Gap Analysis for Virginia's Growth Alliance in 2013
 - ▣ Provide Support for Implementation of Recommendations
 - Provide assistance with Entrepreneurship Web Portal and Client Service Delivery
 - Piloting enhanced small business startup training
 - “Digital High Touch” delivery method
 - Six week timeframe – 4 sessions in person with subject matter experts, 2 online (flipped classroom)
 - Focus on startup issues with concentration on lean principles and testing business concepts with the “Business Model Canvas”.

2014/15 Strategies

Longwood University OCED & SBDC, Cont.

- Access to Capital –

Provide support to small business clients accessing regional loan funds

- Youth Entrepreneurship Support -

Longwood Graduate and Professional Studies and Longwood University Extended is partnering with Longwood SBDC to pilot a high school youth entrepreneurship program utilizing on-line curriculum, teacher training, and online mentoring (Longwood Business Students, Faculty, and Resident Entrepreneur) Pilot sites include Mecklenburg and Greenville Counties.

2014/15 Strategies

Longwood University OCED & SBDC, Cont.

■ Existing Business Retention and Support –

Establish CEO round tables and extend online and in person training to **established businesses**. In partnership with Longwood Graduate and Professional Studies, “Applying Lean Startup Methods to Existing Businesses” will involve peer group roundtables blended with online curriculum in “Lean Business Principles” and the “Business Model Canvas.” Funds are being sought to pilot this program regionally. Longwood will work closely with area economic developers to identify target businesses.

■ Research and Academic Support –

Support regional efforts with intern assisted research and data analysis for initiatives.

2014/15 Strategies

Longwood University OCED & SBDC, Cont.

□ LU Peer2Peer XChange

- Goal – An organized peer to peer roundtable program serving business owners in our region.
- Various Groups/Categories – Start-up, In business less than two years, In business more than 2 years
- Members will be from non-competing businesses
- Groups meet regularly and in a confidential setting for discussion with a Peer Leader/Mentor, who is experienced in business ownership.

Client Summaries

Brett Berneche Cardinal Homes, Inc.

Staff and interns worked with Mr. Berneche on various initiatives in 2011 including a marketing plan and a financial restructuring plan. Using the planning assistance and resource contacts through the SBDC, Mr. Berneche was able to secure a financing package for \$1.1 million including equity investments of \$500,000. 50 jobs were retained in the process. 80 hours of consulting time.

Client Summaries, Cont.

Garet Bosiger

Appomattox River Manufacturing Company
/ Genesis Inc.

Staff and interns worked with Mr. Bosiger in 2012 to research new market outlets and e-commerce strategies for expanding sales of his product. The company generates \$10 million in sales annually. The research process led to an expansion that resulted an addition of 10 new employees and an increase of \$1,000,000 in sales.

“ The SBDC has always been an integral partner to Appomattox River Mfg, now Genesis Products Inc.. Our history goes all the way back to 1995 when the SBDC helped me prepare business plans and launch this start up. My thanks go out to them for all of the help in the last 18 years.” - Garet K. Bosiger, Founder of Appomattox River Mfg.

101 hours of consulting time since 2012.

Charlotte County

Client Summaries, Cont.

Lynn C. Blackwood

*Blackwood Farm Products / Virginia Aquaculture
Network/ Virginia Natural Fish Company*

Mr. Blackwood has been a client of the SBDC intermittently since 2004, starting with research and planning to establish an aqua-culture cooperative in Lunenburg County. The SBDC worked with Lynn and the co-op to develop a business model and apply for a USDA grant for a feasibility study. A full business plan was developed, and in 2007, Virginia Aqua-farmers Network was approved for a \$200,000 investment from the tobacco commission. The VAN network and Lynn's business has grown to include several species of farm raised fish and prawns. In 2012, Van received a 300,000 3 year working capital grant from the USDA to assist with marketing and processing expenses. In 2013, the SBDC worked with Lynn to secure funding from Virginia Small Business Financing Authority's micro-loan fund for expansion of ponds for fingerlings. Since 2004, the SBDC has invested 98 hours of consulting time, and the company and aquaculture network continues to grow.

"The LU SBDC has been a tremendous support to the development of this freshwater aquaculture in Virginia over the last 10 years. When the public asks how this industry evolved and to what agencies we credit for the progress shown , the SBDC is one of the top groups mentioned." – Lynn Blackwood

Client Summaries, Cont.

Lisa Johnson

Main Street Cabinets and Countertops

Ms. Johnson was a client and training attendee from 2010-2012. Staff and interns worked with her business, Main Street Cabinets, on an expansion plan that resulted in a \$41,000 investment from a private investor and growth from 2 to 9 jobs. Ms. Johnson also received training in SBDC courses on Bookkeeping, Human Resource Management, and Social Media. 21 hours consulting time plus training.

Nottoway County

Client Summaries, Cont.

Kim Moody

Trend

Ms. Moody has been a client since 2012. She initially approached the SBDC for assistance refining her business and marketing plan. In the process she has also received assistance in human resource planning and has engaged the help of an SBDC intern to assist on a special project to help their future clients. As a regular client, Ms. Moody reported increased sales in both 2012 and 2013. She has added 3 employees, and expanded their offerings at her retail store to better serve their community and customers. 82 hours consulting time to date.

Nottoway County

Client Summaries, Cont.

Jeff Levelle

J L Surveying, LLC

Mr. Levelle attended the SBDC “Are You Ready” monthly workshop for potential business owners in 2010. He continued with SBDC consulting services and started J L Surveying in May 2010. The SBDC has worked with him from the beginning, providing assistance in developing his business plan and financial projections for his new business. The SBDC also helped identify the best financing options for his business. Mr. Lavelle has continued as a training client, attending SBDC training sessions on financial management and collection recovery. He provided the following statement “The LSBDC was a great asset in helping get the business off the ground, and continues to be an invaluable resource with its educational seminars and being continuously available whenever I have questions.” 23 hours consulting time plus training.

Nottoway County

Questions?



Sheri McGuire, Executive Director

mcguiresr@longwood.edu 434-395-2360

Business Analysts:

Gary Shanaberger shanabergergl@longwood.edu

Kim Ray raykw@longwood.edu